AMENDMENTS TO CLAIMS

Claim 1 (original): A method for distributing multimedia content, the method comprising:

a) storing an item of a multimedia content;

b) firstly transcoding said content for playback on a first multimedia device;

c) generating a content ID of said firstly transcoded content;

d) storing said content ID of said firstly transcoded content in association with said stored content;

e) accessing said stored content using said content ID of said firstly transcoded content; and

f) secondly transcoding said stored content for playback on a second multimedia device.

Claim 2 (original): A method according to claim 1 wherein said storing step comprises storing said item of multimedia content at a multimedia message center (MMSC).

Claim 3 (original): A method according to claim 1 wherein said storing step comprises storing said item of multimedia content together with an original content identifier (ID) identifying said content.

Claim 4 (original): A method according to claim 1 wherein said storing step comprises storing said item of multimedia content together with an original content identifier (ID) that uniquely identifies said content.

Claim 5 (original): A method according to claim 1 wherein said storing step comprises storing said item of multimedia content in its original form.

Claim 6 (original): A method according to claim 1 wherein said storing step comprises storing said item of multimedia content such that said content may be partly or wholly reconstituted.

Claim 7 (original): A method according to claim 3 and further comprising receiving said original content ID from a provider of said content.

Claim 8 (original): A method according to claim 3 and further comprising generating said original content ID by applying either of a predefined hashing method and a predefined fingerprinting method to said content and using either of the resulting hash and fingerprint as said original content ID.

Claim 9 (original): A method according to claim 1 and further comprising associating said original content ID with different transcoded versions of said content.

Claim 10 (original): A method according to claim 1 and further comprising sending a notification to said first multimedia device indicating that said content is available for download to said multimedia device.

Claim 11 (original): A method according to claim 1 and further comprising delivering said firstly transcoded content to said first multimedia device.

Claim 12 (original): A method according to claim 1 and further comprising delivering said firstly transcoded content to said first multimedia device together with any of said content IDs.

Claim 13 (original): A method according to claim 11 and further comprising:
g) receiving said firstly transcoded content from said first multimedia device; and
h) regenerating said content ID of said firstly transcoded content.

Claim 14 (original): A method according to claim 13 wherein said regenerating step comprises regenerating said content ID of said firstly transcoded content using the same method used to generate said content ID of said firstly transcoded content.

Claim 15 (original): A method according to claim 13 and further comprising performing steps e) – h) in response to receiving instructions from said first multimedia device to forward said content to said second multimedia device.

Claim 16 (original): A method according to claim 15 wherein said performing step comprises performing where said instructions include any of a copy of said firstly transcoded content and any of said content IDs.

Claim 17 (original): A method according to claim 1 and further comprising protecting any of said transcoded content with a content protection key (CPK).

Claim 18 (original): A method according to claim 1 and further comprising:
     identifying any rights associated with providing said content to any of said multimedia devices;
     generating at least one entitlement as a function of said rights; and
     providing said content to any of said multimedia devices in accordance with said entitlement.

Claim 19 (original): A method according to claim 16 and further comprising:
     determining if said copy of said firstly transcoded content is protected;
     if said copy is protected, determining if said content may be forwarded to said second multimedia device as indicated by any rights associated with either of said content and the recipient of said firstly transcoded content; and
     if said content may be forwarded, protecting and forwarding said secondly transcoded content to said second multimedia device.

4

Claim 20 (original): A method according to claim 19 and further comprising protecting said secondly transcoded content with a content protection key (CPK) associated with said secondly transcoded content.

Claim 21 (original): A method according to claim 19 wherein said first determining step comprises determining that said copy of said firstly transcoded content is protected by identifying a CPK stored in association with the content ID.

Claim 22 (original): A method for implementing digital rights management (DRM), the method comprising:

determining the DRM capabilities of a multimedia device;

determining the DRM rights associated with an item of content;

determining an optimal level of DRM protection to apply to said content as a function of said capabilities and said rights; and

applying said optimal level of DRM protection to said item of content.

Claim 23 (original): A method according to claim 22 wherein said determining an optimal level step comprises determining said optimal level as the highest-ranked level of DRM protection that is both supported by said device and that is indicated by said content rights.

Claim 24 (original): A method according to claim 22 wherein said determining an optimal level step comprises determining said optimal level as the highest-ranked level of DRM protection that is supported by said device.

Claim 25 (original): A method according to claim 22 wherein said determining an optimal level step comprises determining said optimal level as the highest-ranked level of DRM protection that is that is indicated by said content rights and that is below the highest-ranked level of DRM protection that is that is supported by said device.

Claim 26 (original):   A multimedia content distribution system comprising:

an MMS server;

an MMS relay;

a transcoder; and

a DRM server,

wherein said MMS server, MMS relay, transcoder, and DRM server are individually or cooperatively operative to:

store an item of a multimedia content;

firstly transcode said content for playback on a first multimedia device;

generate a content ID of said firstly transcoded content;

store said content ID of said firstly transcoded content in association with said stored content;

access said stored content using said content ID of said firstly transcoded content; and

secondly transcode said stored content for playback on a second multimedia device.

Claim 27 (original): A system according to claim 26 wherein any of said MMS server, MMS relay, transcoder, and DRM server are individually or cooperatively operative to track to whom said content is sent and with what rights.

Claim 28 (original): A system according to claim 26 wherein said DRM server acts as either of a probe and a proxy between any of said MMS server, said MMS relay, and said transcoder.

Claim 29 (original): A system for distributing multimedia content, the system comprising:

a) means for storing an item of a multimedia content;

b) means for firstly transcoding said content for playback on a first multimedia device;

c) means for generating a content ID of said firstly transcoded content;

d) means for storing said content ID of said firstly transcoded content in association with said stored content;

e) means for accessing said stored content using said content ID of said firstly transcoded content; and

f) means for secondly transcoding said stored content for playback on a second multimedia device.

Claim 30 (original): A system according to claim 29 wherein said means for storing is operative to store said item of multimedia content at a multimedia message center (MMSC).

Claim 31 (original): A system according to claim 29 wherein said means for storing is operative to store said item of multimedia content together with an original content identifier (ID) identifying said content.

Claim 32 (original): A system according to claim 29 wherein said means for storing is operative to store said item of multimedia content together with an original content identifier (ID) that uniquely identifies said content.

Claim 33 (original): A system according to claim 29 wherein said means for storing is operative to store said item of multimedia content in its original form.

Claim 34 (original): A system according to claim 29 wherein said means for storing is operative to store said item of multimedia content such that said content may be partly or wholly reconstituted.

Claim 35 (original): A system according to claim 31 and further comprising means for receiving said original content ID from a provider of said content.

Claim 36 (original): A system according to claim 31 and further comprising means for generating said original content ID by applying either of a predefined

hashing system and a predefined fingerprinting system to said content and using either of the resulting hash and fingerprint as said original content ID.

Claim 37 (original): A system according to claim 29 and further comprising means for associating said original content ID with different transcoded versions of said content.

Claim 38 (original): A system according to claim 29 and further comprising means for sending a notification to said first multimedia device indicating that said content is available for download to said multimedia device.

Claim 39 (original): A system according to claim 29 and further comprising means for delivering said firstly transcoded content to said first multimedia device.

Claim 40 (original): A system according to claim 29 and further comprising means for delivering said firstly transcoded content to said first multimedia device together with any of said content IDs.

Claim 41 (original): A system according to claim 39 and further comprising:
g) means for receiving said firstly transcoded content from said first multimedia device; and
h) means for regenerating said content ID of said firstly transcoded content.

Claim 42 (original): A system according to claim 41 wherein said means for regenerating is operative to regenerate said content ID of said firstly transcoded content using the same system used to generate said content ID of said firstly transcoded content.

Claim 43 (original): A system according to claim 41 where said means e) – h) are operative in response to receiving instructions from said first multimedia device to forward said content to said second multimedia device.

Claim 44 (original): A system according to claim 43 wherein said instructions include any of a copy of said firstly transcoded content and any of said content IDs.

Claim 45 (original): A system according to claim 29 and further comprising means for protecting any of said transcoded content with a content protection key (CPK).

Claim 46 (original): A system according to claim 29 and further comprising:

means for identifying any rights associated with providing said content to any of said multimedia devices;

means for generating at least one entitlement as a function of said rights; and

means for providing said content to any of said multimedia devices in accordance with said entitlement.

Claim 47 (original): A system according to claim 44 and further comprising:

means for determining if said copy of said firstly transcoded content is protected;

means, responsive to said copy being protected, for determining if said content may be forwarded to said second multimedia device as indicated by any rights associated with either of said content and the recipient of said firstly transcoded content; and

means, responsive to said content being forwardable, for protecting and forwarding said secondly transcoded content to said second multimedia device.

Claim 48 (original): A system according to claim 47 and further comprising means for protecting said secondly transcoded content with a content protection key (CPK) associated with said secondly transcoded content.

Claim 49 (original): A system according to claim 47 wherein said first means for determining is operative to determine that said copy of said firstly transcoded content is protected by identifying a CPK stored in association with the content ID.

Claim 50 (original): A system for implementing digital rights management (DRM), the system comprising:

means for determining the DRM capabilities of a multimedia device;

means for determining the DRM rights associated with an item of content;

means for determining an optimal level of DRM protection to apply to said content as a function of said capabilities and said rights; and

means for applying said optimal level of DRM protection to said item of content.

Claim 51 (original): A system according to claim 50 wherein said means for determining an optimal level is operative to determine said optimal level as the highest-ranked level of DRM protection that is both supported by said device and that is indicated by said content rights.

Claim 52 (original): A system according to claim 50 wherein said means for determining an optimal level is operative to determine said optimal level as the highest-ranked level of DRM protection that is supported by said device.

Claim 53 (original): A system according to claim 50 wherein said means for determining an optimal level is operative to determine said optimal level as the highest-ranked level of DRM protection that is that is indicated by said content rights and that is below the highest-ranked level of DRM protection that is that is supported by said device.

Claim 54 (new): A system for implementing digital rights management

(DRM), the system comprising:

a multimedia device;

an item of content; and

a DRM server operative to:

determine the DRM capabilities of said multimedia device;

determine the DRM rights associated with said item of content;

determine an optimal level of DRM protection to apply to said content as a function of said capabilities and said rights; and

apply said optimal level of DRM protection to said item of content.

Claim 55 (new): A system according to claim 54 wherein said DRM server is operative to determine said optimal level as the highest-ranked level of DRM protection that is both supported by said device and that is indicated by said content rights.

Claim 56 (new): A system according to claim 54 wherein said DRM server is operative to determine said optimal level as the highest-ranked level of DRM protection that is supported by said device.

Claim 57 (new): A system according to claim 54 wherein said DRM server is operative to determine said optimal level as the highest-ranked level of DRM protection that is that is indicated by said content rights and that is below the highest-ranked level of DRM protection that is that is supported by said device.